

Press release

Lund, March 16, 2010

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Doro announces a distribution agreement with 20:20 Mobile to strengthen its presence in Spain

Doro®, the award-winning Swedish telecom company and provider of innovative easy- to-use mobile phones, has signed a distribution agreement with the leading European telecom distributor, 20:20 Mobile Spain.

20:20 Mobile has a strong presence in Spain and will provide retail channels all over the country with Doro's popular mobile phones. Approximately 200 retail stores will be available to Doro's mobile phones in a market where 7.4 million people are 65 or older.

"We are really pleased to announce this agreement with 20:20 Mobile Spain," says Jérôme Arnaud, President and CEO of Doro. "With a strong local presence we will be able to grow faster on the Spanish market and this is one step further in our global growth strategy."

"We chose to work with Doro as they are the category leader of easy-to-use mobile phones on a global scale, and will satisfy the needs of Spanish consumers" says Germán López, Director General of 20:20 Mobile Spain. "This agreement will enable us to expand our consumer electronics channels, specifically within the senior and care mobile market. By working closely with Doro we also hope to further develop a relationship with Spanish mobile operators to potentially offer specific rates/subscriptions."

20:20 Mobile already works with Doro in several European countries, one example being in Ireland, which was announced earlier in March. 20:20 Mobile's strong geographic presence and knowledge of the different markets will support and strengthen Doro's presence in Spain.

For further information, please contact:

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or CFO Annette Borén, +46 70 630 00 09.

20:20 Mobile Group is a Europe's leading mobile handset distributor and in the top three, globally and also the world's largest distributor of mobile phone accessories. Headquartered in Crewe in North West England, the company employ over 1,300 people at locations in: Denmark, France, Hong Kong, Ireland, Norway, Poland, Spain, Sweden, United Arab Emirates and the UK. The company has more than 8,000 active customers and annual sales in excess of 0.8 GBP billion (USD 1.5 billion).

This is information that Doro AB (publ) is required to publish in accordance with the Swedish Securities Markets Act and/or the Swedish Financial Trading Act. This information was submitted for publication on Tuesday, March 16, 2010 at 1 pm CET.

About Doro

Doro is a Swedish company focusing on the development, marketing and sales of telecom products specially adapted to the growing worldwide population of seniors. With over 35 years of experience in telecommunications, and sales in more than 30 countries on 5 continents. Doro is the world's leading brand for easy-to-use mobile phones. Doro created the Care Electronics category and in recent years our products have received several highly distinguished international design awards. The company had sales of SEK 493 m in 2009. Doro's shares are quoted on the OMX Nasdaq OMX Stockholm, Nordic list, Small companies. Read more about Doro at www.doro.com